

ABSTRACT OF THE INVENTION

A system, method, and article of manufacture suitable for automatically generating recommendations of a set of entertainment options from a larger set of entertainment options based on user preferences for those options. In particular, the present invention relates to the field of automatically generating recommendations for viewing television programs based on past viewing patterns and preferences of a plurality of television viewers, all of whom do not need to be physically present in front of the television. The present invention creates a composite user profile based on individual profiles for each user detected who is to be used in the composite user profile, some of whom need not be present in front of the television. Each user's preferences may be weighted the same as each other user's or users may have differing weights assigned to their preferences.